
COURTROOM TELEVISION
NETWORK (COURT TV)

William Kennedy Smith rape trial. Since then, it has featured several high-profile cases including the Rodney King police brutality trial, mass-murderer Jeffrey Dahmer's insanity plea, Charles Manson's parole hearing, Amy Fisher's assault hearing, and the Menendez brothers' trials.

But despite the obvious appeal of a detailed recounting of our country's most sensational crimes, Court TV's stated mandate is not to pander but rather to "teach us about our legal system." It fulfills this public-service goal by covering a wide variety of civil cases, each chosen to illustrate a unique legal point of interest, and providing expert commentary and explanatory notes on screen.

Court TV took measures last season to minimize the inevitable viewership lulls between hot-ticket trials by offering formatted programming in the form of an hour-long, Monday to Friday strip. The five series — "Lock & Key," "Instant Justice," "Miller's Law," "Trial Story," and "Washington Watch" — range in focus from trial highlights and parole/death penalty hearings to consumer-oriented legal advice and legislative news from our capital. These are in addition to Court's

regular fixtures: live, two-hour-long "Sessions" in the mornings, afternoons, and evenings, as well as a nightly wrap-up of the day's trial footage, "Prime Time Justice."

Still small in absolute numbers, Court TV has attempted to broaden awareness with the production of a weekly radio show of trial recaps, "Trial Talk," for New York's WABC-AM. Covering major trials and providing footage to local news outlets also helps increase Court's cachet, and several headline-grabbers are on its roster in the upcoming months.

NETWORK PROFILE: N/A

COMMERCIAL FORMAT: 5 national, 3 local minutes/hour; :15-:120.

COST/EFFICIENCY: Low out-of-pocket cost.

RESEARCH: Will issue its first pocketpiece in first quarter 1994 when audiences will be reported quarterly on households and demographics.

S&SA OPINION: Court TV's presumed audience dichotomy of legal eagles and thrill-seekers will soon be quantified on an age-sex basis. The unpredictable nature of advertising within live trial footage can be circumvented by airing in its new strip of prerecorded prime programming.

THE DISCOVERY CHANNEL
(TDC)

DESCRIPTION: Nature, science and technology, history, and adventure documentaries.

LAUNCH DATE: June 1985.

OWNERSHIP: Cable operators and upper management.

DISTRIBUTION: Satcom C4 (East Coast), Galaxy 5 (West Coast); 59.2MM subscribers, or 64% of U.S. TV households; 6% growth vs. '91/'92.

PROGRAMMING: TDC continues to hone its reputation as the earth-wise network, building on its status as a preeminent supplier of nonfiction programming. It continues to invest heavily in original programming, with a schedule that now con-

Several new specials will debut on TDC this season. The most ballyhooed of these is "Spirits of the Rainforest," a two-hour feature offering a rare look at life in the Manu Biosphere Reserve, a wildlife preserve in the Amazon rainforest that is home to the world's greatest number of animal species. Other one- and two-hour specials include "Queen of the Elephants," about India's only female elephant tamer; "Normandy," the story of D-Day; and "Mustang: the Hidden Kingdom," exploring a feudal Buddhist enclave in the Himalayas virtually unchanged since the Middle Ages. TDC will also premiere two

THE DISCOVERY CHANNEL
(TDC)

In addition to high-profile specials, the network adds several regularly scheduled series to its roster. Walter Cronkite lends his distinctive persona to the quarterly, hour-long "Walter Cronkite Reports." Two new entries continue the male-appeal tradition of the successful series "Wings": "Wings of the Red Star," a look at Soviet aircraft and the history of Soviet/American relations, and "Fields of Armor," a history of military tactics. "Magical Worlds" explores the paranormal aspects of other cultures, and "Movie Magic" is a behind-the-scenes look at Hollywood special effects.

NETWORK PROFILE: Professional/managerial,

college-educated adults 25+, strongly skewed to male viewers, residing in suburban areas, with a household income of \$50,000+.

COMMERCIAL FORMAT: 8 national, 2 local minutes/hour; :10-:120.

COST/EFFICIENCY: Guaranteed, below network CPMs.

RESEARCH: Reported monthly on households, and quarterly on age-sex and NAD demographic breaks.

S&SA OPINION: The Discovery Channel continues to attract loyal, upscale viewers with its appealing original programming while providing a socially-redeeming, distinguished environment for its advertisers.

ENTERTAINMENT
TELEVISION (E!)

DESCRIPTION: News and features about TV, music, home video and advertising.

LAUNCH DATE: June 1990 (originally launched as Movietime in July 1987).

OWNERSHIP: Time Warner.

DISTRIBUTION: Satcom C3; 22.0MM subscribers, or 24% of U.S. TV households; 16% growth vs. '91/'92.

PROGRAMMING: E! is acquiring new series and producing original programs this season. Baby Boomers are reliving episodes of the "Smothers Brothers Comedy Hour," last seen in 1967-1969 and currently airing in primetime on E!. Tommy and Dickie Smothers have updated each show with anecdotes from days gone by and interviews with guests like Steve Martin, who debuted on the "Smothers Brothers Comedy Hour" twenty-five years ago.

Sixty-five hours of "Lifestyles of the Rich and Famous" have been acquired and re-edited with new segments and information from the one-and-only Robin Leach, as have 509 episodes of the NBC version of "Late Night with David Letterman."

Added to E!'s primetime line-up of original programming last year was "The Howard Stern Interview." Stern, radio shock jock and best-selling author, survived cancellation in syndication and is making his way into cable by conducting half-hour

tête-à-têtes (currently on hiatus). Robert Klein also returns to television as host of "Stand Up/Sit Down Comedy," produced on site at Walt Disney's Pleasure Island in Orlando, Florida.

E! continues to plan hour-long specials including pre- and post-award ceremony specials for the Oscars, Grammys and Emmys. Regular features include "E! News Daily," "Extreme Close-up," "Behind the Scenes," and "Talk Soup," E!'s break-out hit series that provides highlights from the week's talk shows. These have been joined by "F.Y.E.," "Pure Soap" (soap-opera daily updates), and "The Gossip Show."

NETWORK PROFILE: College-educated, professional/managerial adults 18-54 with a skew to women, living in suburban areas in homes with children under 18 and an income of \$40,000+.

COMMERCIAL FORMAT: 10 national, 2 local minutes/hour; :15-:120.

COST/EFFICIENCY: Guaranteed, well below network CPMs.

RESEARCH: Reported quarterly on households, age-sex, and NAD demographic breaks.

S&SA OPINION: E! has regained its old Movietime momentum by returning to a blatant appeal to fandom and by simply knowing and covering its beat better than anyone else in cable.

ESPN

DESCRIPTION: Twenty-four-hour sports, including live events, sports news, and sports features.

LAUNCH DATE: September 1979.

OWNERSHIP: Cap Cities/ABC/Hearst.

DISTRIBUTION: 61.1MM subscribers, or 66% of U.S. TV households; 4% growth vs '91/'92.

PROGRAMMING: ESPN, cable's #1 sports/marketing network, satisfies its sports fans' appetites by offering an endless array of sporting events that includes everything but the NBA: 200 college basketball games, nine NFL games, college football, tennis, skiing, boxing, golf, auto racing, bowling, horse racing, water sports, volleyball, etc. Believe it or not, this is also the network that still has enough broadcast time to be commonly referred to as "the official network of the National Hockey League," having just completed the first year of a five-year deal.

Highlights for 1994 include ESPN's completion of a new Major League Baseball deal through 1999 that covers broadcast rights to three baseball games per week. ESPN and Turner are also renegotiating with the NFL. NFL games on ESPN consistently deliver the highest household ratings of any cable show on television. In addition, this is the year ESPN will be the official U.S. network for World Cup soccer, along with ABC-TV.

ESPN is more than a network: it's a

sports-marketing machine. For advertisers making a major commitment in a sport like baseball or the NFL, ESPN pulls out all the stops for promotions and merchandising. Other new, ancillary-revenue markets include ESPN Radio, home video, and pay-per-view events. ESPN is also developing international operations in Canada, Asia, Mexico, Latin America, and Europe.

Finally, this year ESPN bought out Ohlmeier Communications and its sports properties (e.g., The Skins Games), when Don Ohlmeier left for NBC.

NETWORK PROFILE: College-educated, professional/managerial men 18+ in households with children and HHI \$50M+.

COMMERCIAL FORMAT: Varies by sporting event; generally 8 national, 2 local minutes/hour; :15-:120.

COST/EFFICIENCY: Guaranteed; generally below network CPMs. NFL and Major League Baseball are premium-priced.

AUDIENCE MEASUREMENT: Reported quarterly on households, age-sex, and NAD demographic breaks.

S&SA OPINION: With the sports marketplace becoming stronger, ESPN is well-situated for sales growth. Its increased emphasis on merchandising and promotion makes it a strong competitor for sports marketing, as well as sports media, dollars. It remains the #1 network for total sports hours.

ESPN 2

DESCRIPTION: All sports, targeted specifically to young adults.

LAUNCH DATE: October 1, 1993.

OWNERSHIP: CapCities ABC/Hearst.

DISTRIBUTION: Galaxy 5; 9.5MM households.

PROGRAMMING: Although ESPN 2 was on the drawing board for some time, it benefitted from a happy timing coincidence: CapCities/ABC and Hearst O&O's both traded their signals for ESPN 2 carriage in retransmission-consent deals, providing the

launch base of 9.5 million subscribers.

ESPN 2 bills itself as ESPN with a spin for young adults: specifically, for men 18-34. It's "the MTV of sports," "sports with an attitude." This "attitude" is most obvious in ESPN 2's distinctive live-talk programs. These include "Sportsnight," a self-billed "Sports Center meets Entertainment Tonight." Co-hosted by "Sports Center's" Keith Olberman and Suzy Kolber, it airs live, Friday to Monday, 7:30-10:30 p.m. "Talk 2," airing weeknights, 10:30-11:30

ESPN 2

p.m., is celebrity sports talk with live call-in.

Late fringe and weekend afternoons are devoted to "sports that break the rules," like mountain biking, rock climbing, windsurfing, and kayaking. Skiing, rugby, bodybuilding, powerboating, motorcycling, and even sumo wrestling are not forgotten, either.

Lest it all go too far afield, ESPN 2 will also offer mainstream sports, including 74 NHL hockey games (regular season and playoffs), 45 NCAA men's and women's basketball games, arena football (moving

from ESPN), Continental pro basketball, and indoor soccer.

COMMERCIAL FORMAT: 8 national, 2 local minutes/hour :15-:120.

COST/EFFICIENCY: Low out-of-pocket costs.

RESEARCH: To be reported by Nielsen, starting in early spring, 1994.

S&SA OPINION: "The Deuce" plays it fast and loose in its live shows; not all of it works, all of the time. However, it's about time someone took an irreverent swipe at sports, and ESPN 2's early shot at it (especially with its very hip promotion and on-air look) seems very promising, indeed.

THE FAMILY CHANNEL (FAM)

DESCRIPTION: Family entertainment, including first-run, off-network programs, original productions, religious and children's programs.

LAUNCH DATE: April 1977.

OWNERSHIP: International Family Entertainment, Inc.

DISTRIBUTION: Galaxy 5 (East Coast), Satcom C-3 (West Coast); 57.3MM subscribers, or 62% of U.S. TV households; 6% growth vs. '91/'92.

PROGRAMMING: The Family Channel has seen the future and is riding the wave of new, original, family-oriented programming.

Last June, FAM premiered its game show block, broadcasting original half-hours from 12 noon - 3:00 p.m., weekdays. Shows include "Split-Second," "Let's Make A Deal," "\$100,000 Name That Tune," "Trivial Pursuit," and "Trivial Pursuit-The Interactive Game." The game show block includes 12 minutes of interactive breaks where viewers can play along by answering questions on the screen via 900 numbers. FAM's goal is to launch this block as its own network in 1994.

"The Cable Health Club," produced in association with Jake Steinfeld of "Body By Jake" and FAM's successful, original series, "Big Brother Jake," is currently

scheduled as the lead-in health block to FAM's morning kids programming and the game show block in the afternoon.

Programming is broken out on an hourly programming wheel that includes aerobics, healthy living advice, weight-training and exercise equipment sales. This block has recently become its own cable network, as well.

With FAM's recent purchase of MTM studios, its international presence on BSKYB, and a new stock offering, the network is putting its money where its mouth is by producing original series and new episodes of family viewing entertainment for weekend scheduling. This includes new episodes of "That's My Dog," "Big Brother Jake" and "Zoo Family." New series include "Baby Races" and "Snowy River: The McGregor Saga," a one-hour dramatic series from the creators of "The Waltons." "The World Of Peter Rabbit and Friends," a new animation series, premiered in March, 1993, with a 3.0 household rating. In addition, FAM continues to produce original two-hour movies for the Saturday night movie block, the first of which is "Desperate Passages."

The Family Channel maintains primetime religious programming with network founder Pat Robertson's "The 700 Club"

THE FAMILY CHANNEL
(FAM)

every weeknight and weekdays from 10:00-11:30 a.m..

NETWORK PROFILE: Adults 35+ skewed to women, living in C/D county areas of the South in homes with children under 18.

COMMERCIAL FORMAT: 12 national, 2 local minutes/hour; :15-:120.

COST/EFFICIENCY: Guaranteed, well below network CPMs.

RESEARCH: Reported monthly on households, and quarterly on age-sex and NAD demographic breaks.

S&SA OPINION: The Family Channel provides advertiser-friendly, guaranteed squeaky-clean, family fare. Its ambitious slate of new programming, new networks, and international expansion reflects its intention to be a serious television player.

GALAVISION

DESCRIPTION: Spanish-language programming.
LAUNCH DATE: Ad-supported since September 1988.

OWNERSHIP: Televisa, Inc.

DISTRIBUTION: Galaxy I; 4.3MM subscribers, or 5% of U.S. TV households; 23% growth vs. '91/'92.

PROGRAMMING: "The Voice of Latin America from Mexico" describes Galavision's directive since 1930, when the company was a radio station. Now Galavision is broadcast around the world, 24 hours a day, from Mexico City, and claims to be the only 100% Mexican-programmed network, reaching 25% of all U.S. Hispanic TV households.

Programming is supplied to Galavision by Televisa and includes the popular Mexican novellas, classic movies, sports, comedy, variety, entertainment specials and children's programming as well as its news service, "Eco News." "Eco News" broadcast daily from 7:00 am - 7:00 pm, is Galavision's unedited, all-news program.

focusing on news events in South and Central America and Mexico.

Galavision plans to carry the World Cup Soccer games in 1994 as a special broadcast.

NETWORK PROFILE: N/A. Galavision estimates that 25% of subscribers are Hispanic or Hispanic-American.

COMMERCIAL FORMAT: 8 national, 8 local minutes/hour; :10-:120.

COST/EFFICIENCY: Low out-of-pocket cost.

RESEARCH: Galavision has commissioned Nielsen to measure Hispanic audiences three times a year. Nielsen ratings are available for the local markets in which Galavision airs.

S&SA OPINION: Galavision continues to be an important vehicle for reaching Hispanic cable audiences; World Cup Soccer should only enhance its prestige. However, other cable networks, notably MTV Latino, are entering this niche and promise to be strong competitors.

THE LEARNING CHANNEL
(TLC)

DESCRIPTION: Non-fiction and dramatic educational programming focusing on the humanities.

LAUNCH DATE: November 1980. Acquired by the Discovery Channel in May, 1991 and relaunched on October 1, 1991.

OWNERSHIP: Cable operators and upper management.

DISTRIBUTION: Satcom 3; 20.0MM sub-

scribers, or 21% of U.S. TV households; 27% growth vs. '91/'92.

PROGRAMMING: Struggling to forge a clear identity since its purchase by the Discovery Channel over two years ago, TLC finally distinguished itself last spring as a producer of quality nonfiction programming with its critically acclaimed four-part series, "Mongol Hordes: Storm From the East."

THE LEARNING CHANNEL (TLC)

About 55 percent of the programming budget is now going to original productions.

Despite this distinction, TLC has otherwise emerged as something of a how-to channel. Much of its weekday daytime, some of its prime and late night, and all of its Saturday schedule consists of cooking and do-it-yourself programming. New among this genre are "The How-To Show," "Homebodies," and "Light & Easy Cooking." TLC also continues to satisfy its original mandate as an educational network with "Ready, Set, Learn!," its 3-hour block of half-hour children's programs that runs twice each weekday morning.

TLC's documentary half-hours and hours are featured in primetime, late night, and all day Sunday. Better known among regular series are "Ancient Journeys," "Romantic Escapes," "Archaeology," "TLC Presents," "Hollywood FX Masters," and "The Silk Road." The network also airs the children's science program, "Beakman's World," which also airs on

CBS. Added to its collection of short documentary series will be two new entries: "Great Books," an exploration of the current impact of literary masterpieces, and "Legends of History," which will attempt to reconstruct the ancient world.

NETWORK PROFILE: Adults 25+ with a skew to men, residing in urban areas of the Northeast and Central region, in households with children and an income of \$20,000-\$60,000.

COMMERCIAL FORMAT: 8 national, 2 local minutes/hour; :10-:120.

COST/EFFICIENCY: Guaranteed, well below network CPMs. Most often packaged for sale with sister network, Discovery.

RESEARCH: Reported quarterly on household, age-sex, and NAD demographic breaks.

S&SA OPINION: By investing in new programming and dramatically improving its on-and-off-air promotion, The Learning Channel has turned the corner this year. Its challenge remains to build the subscriber base.

LIFETIME (LIF)

DESCRIPTION: Entertainment and information for women.

LAUNCH DATE: February 1984.

OWNERSHIP: Hearst/Cap Cities ABC/Viacom.

DISTRIBUTION: Satcom C-4 (East Coast), Satcom C-3 (West Coast); 56.8MM subscribers, or 61% of U.S. TV households; 7% growth vs. '91/'92.

PROGRAMMING: Lifetime has recently announced a new slate of original programming for weekdays that will debut in June: "Our Home," hosted by Marc Summers, and described as "a younger, hipper 'Home Show'"; "The Marriage Counselor," a dramatic series along the lines of "Can This Marriage Be Saved?"; "The Two O'Clock Project," a one-hour strip talk show; and a weekly standup comedy show for Saturday night, "Girls Night Out."

The network's original, made-for-cable movies continue to deliver the goods: "Stolen Babies," for example, walked away with a 4.6 household rating and an Emmy for its star, Mary Tyler Moore.

In 1992, LIF became politically involved when it created a campaign to help get out the female vote in "Women in Politics." In 1993, "Mission 100" was created when LIF asked viewers what changes they wanted during Clinton's first 100 days in office. LIF was also an active participant in the Ms. Foundation's "Take Your Daughters To Work Day."

The network has also recaptured Sundays, ending a long-term relationship with Lifetime Medical Television, and opening up a window of opportunity in keeping up the week's ratings momentum. Sunday night features "Lifetime

LIFETIME (LIF)

Magazine," a one-hour news magazine produced by Lifetime parent company ABC. This is followed by "Clapgood Live," a half-hour live talk/call-in show with Boston radio personality Marjorie Clapgood.

LIF expanded the parenting block last year and added "Your Child 6-12 with Dr. Kyle Pruett" to its line-up of Procter & Gamble-produced parenting shows.

"Sisters," the one-hour, off-network, dramatic series, has replaced "LA Law" weekdays at 8:00 p.m.

NETWORK PROFILE: Women 18+ in homes with children. Broad-based geographic and

income profile.

COMMERCIAL FORMAT: 8-10 national, 2 local minutes/hour; :10-:120.

COST/EFFICIENCY: Guaranteed well below network CPMs.

RESEARCH: Reported monthly on households, and quarterly on age-sex and NAD demographic breaks.

S&SA OPINION: The self-proclaimed "network for women" faces stiff competition from other cable networks targeting this demo (USA, TBS, Family, VH-1, E!, Nick At Nite), not to mention virtually all other TV outlets. Lifetime still needs to show how it does it better.

MUSIC TELEVISION (MTV)

DESCRIPTION: Rock and videos, news, concerts, interviews and specials.

LAUNCH DATE: August 1981.

OWNERSHIP: Viacom.

DISTRIBUTION: Satcom IIIr; 56.6MM subscribers, or 61% of U.S. TV households; 3% growth vs. '91/'92.

PROGRAMMING: As MTV turns thirteen, the network remains a cultural force with the younger generation. "Free Your Mind," a campaign to promote diversity, are MTV's buzzwords in 1993 as the network tries to repeat the success it had in 1992 with its "Choose or Lose" voter registration campaign.

MTV continues to broadcast successful annual specials, including the "MTV Music Awards" and "Video Music Awards". "Spring Break Weekend," two full days of college co-eds romping on Florida's Daytona Beach; "Rock n' Jock" softball and basketball games where music and sports celebrities compete for charity; and MTV's New Year's Eve party that rocks all night from New York City.

"Beavis & Butt-head," originally created as a recurring segment on MTV's animation anthology series, "Liquid TV," has, according to Electronic Media, become "the Siskel and Ebert of music videos," as

well as MTV's highest-rated, and most controversial, program. Other trend-setting series continue in "House of Style," hosted by model Cindy Crawford; "You Wrote It, You Watch It"; "The Big Picture"; and "The Real World II." In its second season, "The Real World II" brought together seven diverse, attractive, young adults for a thirteen-week, video verité series.

The "Unplugged" performance series became a major promotional vehicle in the music industry when Eric Clapton's "Unplugged" performance release ran away with five Grammys and worldwide sales of ten million copies. "Unplugged" has also taken on the spoken word, featuring the works of seven poets performing their works in coffeehouse settings.

Game shows will be the newest addition to MTV's program line-up this season. "Blind Date," where the roommate asks the questions, will begin broadcasting in fourth quarter, 1993. In addition, "Trashed," a music trivia show, is in development for fourth quarter. MTV has also entered the talk/variety format with comedian Jon Stewart as host of a weekly primetime, and soon late-night, show.

MTV spinoffs and extensions abound. When MTV launched in Europe in 1987,

MUSIC TELEVISION (MTV)

its slogan was "Today Europe, tomorrow the world." It seems that prediction is beginning to come true with MTV's expansion into Asia and Latin America. MTV Productions was created earlier this year to produce projects for theatrical release, broadcast and cable networks, syndication and international.

NETWORK PROFILE: Persons 12-49 concentrated in the Northeast region in homes with children and an income of \$40,000+.

COMMERCIAL FORMAT: 7 national, 2 local minutes/hour; :10-:120.

COST/EFFICIENCY: Guaranteed. Features, spe-

cials and sponsorships are premium-priced. CPMs for R.O.S. purchases are below network.

RESEARCH: Reported quarterly on household, age-sex, and NAD demographic breaks.

S&SA OPINION: One of cable's best-known "brands," MTV still excels at delivering teens and young adults in a newer-than-new program environment. However, new services offering music videos on demand are nibbling at its heels and making original program development more important than ever.

MIND EXTENSION UNIVERSITY (ME/U)

DESCRIPTION: Educational and instructional programming.

LAUNCH DATE: 1987.

OWNERSHIP: Jones International, Ltd.

DISTRIBUTION: Galaxy V; 23.2MM subscribers, or 25% of U.S. TV households.

PROGRAMMING: Mind Extension University: The Education Network is one of the biggest distance-education companies, providing accredited college and graduate degree programs to more than 18 million households through cable, satellite, computer modems, and phone calls. Viewers can obtain, for example, an MBA from Colorado State and a Masters in Education and Human Development from George Washington University. Classes are videotaped from over 45 campuses, including Boston University, the University of Phoenix, Rensselaer Polytechnic, and Columbia University.

ME/U is sensitive to the integrity of educational programming, so programming is not commercially driven. However, advertising airs at the beginning and end of each course/hour. In addition, certain

advertising opportunities for computer companies exist within the daily block called "Jones Computer Network (JCN)," airing 8:00 p.m.-12 midnight.

ME/U plans to broadcast a series of one-hour specials from 12 noon to 8:00 p.m. and has made 4-5 minutes per hour of commercial breaks available during these broadcasts. These include the "Global Library Project: Language of Democracy," "Man, Energy & The Environment," and "ME/U Theatre," which presents productions from American performing arts festivals across the country.

NETWORK PROFILE: N/A

COMMERCIAL FORMAT: 12 noon-6:00 p.m.: 4 national, no local minutes/hour; 6 p.m.-midnight: 8 national, no local minutes/hour; 12 midnight-12 noon: no commercials.

COST/EFFICIENCY: N/A

RESEARCH: N/A

S&SA OPINION: ME/U is positioned to become an important video carrier for distance-learning. At present, the advertising opportunities are minimal.

**THE NASHVILLE NETWORK
(TNN)**

DESCRIPTION: Country music videos, variety, comedy, and sports.

LAUNCH DATE: March 1983.

OWNERSHIP: Gaylord Broadcasting.

DISTRIBUTION: Galaxy I; 57.3MM subscribers, or 62% of U.S. TV households; 6% growth vs. '91/'92.

HOURS: 9:00 a.m.-3:00 a.m.

PROGRAMMING: TNN's programming schedule for the new television season continues to feature established popular country entertainment and lifestyle telecasts, live variety shows and concert specials, as well as exclusive sports coverage including live auto racing.

TNN has added four new series to its fall weeknight schedule. "Music City Tonight," a ninety-minute live series hosted by Crook and Chase, presents today's best country music. "Country News" is a thirty-minute nightly news report; "Dance Line" is a thirty-minute nightly dance instruction series; and "Video Countdown" is a one-hour, weekly show highlighting the week's top country music videos. In addition, "TNN Country News" will feature the latest news in country music every night.

Last summer, TNN introduced its first made-for-TV movie, "Proud Heart," and is considering others. In addition, Gaylord Broadcasting is adding a rerun to TNN's weekend line-up of over 3,600 hours of all-original programs for the first time in the network's history. "Hee Haw," the

classic syndicated variety show, began airing in fourth quarter, 1993.

Viewers of Sunday's outdoor and motor-sport racing broadcasts now have the opportunity to see this winning formula expand into Saturdays. TNN totals more than 800 hours of motorsports programming, including more than 100 hours of live coverage.

TNN's live weekday video music programs, "Video Morning" (9:00 a.m.-12 noon) and "Video P.M." (5:30-8:00 p.m.), continue to rank first or second on key women demographics.

Finally, Ralph Emery, "Mr. TNN" and host of "Nashville Now" since its premiere in 1983, hosted his final show in September.

NETWORK PROFILE: Adults 35+ in two-person households, residing in C and D counties, primarily in the Southern region.

COMMERCIAL FORMAT: 12 national, 2 local minutes/hour; :10-:120.

COST/EFFICIENCY: Guaranteed, below network CPMs.

RESEARCH: Reported monthly on households, quarterly on age-sex and NAD demographic breaks.

S&SA OPINION: TNN retains its appeal to the older, more male and more rural side of country, but that in no way negates its solid and savvy entertainment appeal. In addition, its new program additions combined with the retirement of Ralph Emery are efforts to take the network in a younger direction.

**NICK AT NITE
(NAN)**

DESCRIPTION: Family entertainment.

LAUNCH DATE: July 1985.

OWNERSHIP: Viacom.

DISTRIBUTION: Galaxy III (dual feed); 58.5 MM subscribers, or 63% of U.S. TV households; 5% growth vs. '91/'92.

HOURS: Sunday-Friday 8 p.m.-6 a.m.
Saturday 10 p.m.-6 a.m.

PROGRAMMING: Nick at Nite's solid family appeal continues to pay off as more baby boomers tune in to relive favorite sitcoms

from years past, while teens and young adults enjoy these classic programs for the first time.

Nick at Nite kicked off "The Partridge Family" debut in July with the very successful "Very, Very David Cassidy" special. Its regularly scheduled "Very, Very Nick at Nite" is a series of Saturday-night specials consisting of four very, very themed shows.

"The Bob Newhart Show" is NAN's lat-

NICK AT NITE
(NAN)

est blast from the past (weeknights at 9:30 p.m.), kicked off with a "Bob-a-thon," one full week of nothing but "The Bob Newhart Show."

NAN's big ratings winner has been its weeknight, overnight programming block which has been delivering an average 0.5 household rating.

NETWORK PROFILE: Adults 18-54 in homes with children under 12 and an income of \$30,000+.

COMMERCIAL FORMAT: 7 national, 2 local minutes/hour; :10-:120.

COST/EFFICIENCY: Guaranteed, below network CPMs.

RESEARCH: Reported quarterly on household, age-sex, and NAD demographics.

S&SA OPINION: Nick at Nite keeps old shows young by keeping the on-air look consistently fresh and surprising. Its audience of parents and kids is especially appealing to a wide variety of advertisers.

NICKELODEON
(NICK)

DESCRIPTION: Programming for kids.

LAUNCH DATE: April 1979. Ad-supported since October 1983.

OWNERSHIP: Viacom.

DISTRIBUTION: Galaxy III (dual feed); 58.5MM subscribers, or 63% of U.S. TV households; 5% growth vs. '91/'92.

HOURS: Monday-Sunday 6:00 a.m.-8:00 p.m., Saturday 8:00 p.m.-10:00 p.m.

PROGRAMMING: Nickelodeon enjoyed an active and successful year in ratings, programming, and international distribution.

Nick is now expanding its viewership outside the U.S. market, entering into a joint venture with British Sky Broadcasting Ltd., that introduced Nick in Britain this fall. The network is also launching a new magazine, "Nickelodeon."

Nick ventured into primetime last season, making Saturday night "kids night" with "SNICK," a two-hour broadcast block. "Clarissa Tells It All" begins the programming block at 8 p.m., followed by "Roundhouse," a young Saturday Night Live-type variety show, and "Ren & Stimpy" at 9:00 p.m. "Are You Afraid Of The Dark?," Nick's mystery anthology series, completes the block at 9:30 p.m.

Another part of Nick's programming success is "Nick Jr.," broadcast weekdays from 9:00 a.m.-2:00 p.m. These educational programs, targeting pre-school children, run commercials only at the top and

bottom of each half-hour.

"Ren and Stimpy," "Family Double Dare," "Rugrats," and "Doug," Nick's breakout hits, return this year, while Nick's latest use of the \$40 million budget set aside last year for original animation is "Rocco's Modern Life." New live-action series for 1993 include "Guts" (think "American Gladiators" for kids) and "Fifteen," a soap opera.

In the battle of the marathon 'toons, Nickelodeon will program three full days of cartoons over the Thanksgiving weekend, going head-to-head with The Cartoon Network, TBS, and TNT.

NETWORK PROFILE: Children 2-11 residing in suburban areas in homes with \$30,000+ income.

COMMERCIAL FORMAT: 7 national, 1 local minute/hour; :10-:120.

COST/EFFICIENCY: Guaranteed, priced below child network CPMs.

RESEARCH: Reported quarterly on household, age-sex, and NAD demographics.

S&SA OPINION: Nickelodeon's image and prestige were burnished last year by successful forays into new dayparts, programming genres, and media. A self-avowed "kid brand," Nickelodeon has also achieved standing with kid advertisers and, so far, has remained a top contender in this very competitive arena.

THE NOSTALGIA CHANNEL (TNC)

DESCRIPTION: Entertainment and information for mature adult audiences.

LAUNCH DATE: Ad-supported since May 1, 1989.

OWNERSHIP: The Nostalgia Network, Inc.

DISTRIBUTION: Galaxy G-1; 14.7MM subscribers, or 16% of U.S. TV households; 20% growth vs. '91/'92.

PROGRAMMING: Due to an impending change in Nostalgia's ownership, the network does not plan to make any changes to its broadcast schedule and remains dedicated to programming to the mature viewer with classic entertainment and lifestyle programming.

Returning for another season are the network's vintage programs from the '50s, '60s and '70s, and classic movies and lifestyle programming such as "Wok With Yan," "Gardening in America," "Nostalgia's Home Improvement," and "Vacation America."

Nostalgia's most recent change is the

addition of "Americana On Nostalgia," with nine music/interview shows airing throughout the week for a total of thirty hours of primetime programming. The network hopes "Americana" can be multiplexed to its own transponder space by April, 1994.

NETWORK PROFILE: Adults 35+ residing in suburban areas with household incomes between \$30,000 and \$60,000.

COMMERCIAL FORMAT: 12 national, no local minutes/hour; :30-:120.

COST/EFFICIENCY: Guaranteed, well below network CPMs.

RESEARCH: Reported monthly on households, and quarterly on age-sex and NAD demographic breaks.

S&SA OPINION: With a small-sized subscriber base, Nostalgia is large enough to become a solid performer but small enough to be "tiered" to death by cable operators. Nostalgia must address these basic distribution issues first before attracting meaningful advertiser interest.

PRIME SPORTSCHANNEL NETWORK

DESCRIPTION: Local and national sports.

LAUNCH DATE: January 1, 1993 Prime and SCA officially merge.

OWNERSHIP: NBC/Cablevision/Liberty.

DISTRIBUTION: C3; 38.9MM subscribers, or 42% of U.S. TV households.

PROGRAMMING: Prime SportsChannel Network is an event-driven, national sports cable network, comprised of 20 independent regional sports television programming services delivering live and taped sports programming to nearly 40 million homes. This marks the first year national ratings deliveries and information will be available to advertisers.

Prime SportsChannel Network is owned by a subsidiary of Rainbow Programming Holdings, Inc., Affiliated Regional Communications, Ltd., an affiliate of Liberty Media Corporation, and NBC Cable Holdings. In addition to Prime Network, the partnership also owns SportsChannel

America, which will re-debut as NewSport, a 24-hour sports news service, in mid-1994.

Minor sporting events include tennis, soccer, golf, auto racing and boxing in addition to college football, baseball and basketball. Client-supplied sporting events such as motorcycle racing also air on the network, along with the U.S. Olympic Festival and the European Soccer Championship. New in 1994 are the youthful, active, "extreme" sports such as mountain climbing, water sports, FIS World Cup skiing and triathlons.

Regular series on Prime Network include "Prime Cuts"; "The New World Zone"; "The Weekend Warrior"; "The Sneaux Zone" and "The H₂O Zone."

NETWORK PROFILE: N/A

COMMERCIAL FORMAT: 6 national, 4 regional, and two local minutes/hour, variable.

COST/EFFICIENCY: Very low out of pocket.

**PRIME SPORTSCHANNEL
NETWORK**

RESEARCH: Addressing the needs of advertisers, Prime SportsChannel Network has worked with Nielsen to develop an acceptable system of ratings, which will be introduced in 1994.

S&SA OPINION: Prime SportsChannel has endured a rocky start — including the recent resignation of its president — but reliable ratings data should greatly improve its appeal to advertisers.

SCI-FI NETWORK

DESCRIPTION: Science-fiction programming.
LAUNCH DATE: September 24, 1992.

OWNERSHIP: USA Networks
(MCA/Paramount).

DISTRIBUTION: Galaxy 5; 11.0MM subscribers, or 12% of U.S. TV households.

PROGRAMMING: The newly launched Sci-Fi Network boasts 11 million subscribers and a revamped programming schedule.

Weekday and Sunday morning is programmed for kids, with such shows as "Transformers," "Defenders of the Earth," "The Droids," and "The Ewoks."

"Buck Rogers" and "Battlestar Galactica" begin the weeknight block at 8:00 p.m. followed at 9:00 p.m. with "The Sci-Fi Series Collection," various old sci-fi series that were canceled on network TV, including "Planet of the Apes," "Gemini Man," "Future Cop," and "Fantastic Journey." Finishing out the weekday primetime block at 10:00 p.m. is "War of the Worlds."

Sci-Fi movies are a weekend mainstay. Last summer, the network presented the "Star Wars" trilogy, delivering an average rating of 4.2. Episodes of "Lost In Space"

are another ratings-grabber, airing twice a day on the network.

"The New Adventures in Gigantor," a new series for Sci-Fi, is fifty-one animated half-hours from Japan that were originally produced in the mid '60s. Original specials include the half-hour original "Jurassic Park: The Facts Behind the Fiction," and plans are ahead to focus on packaging product into themes and unusual showcases.

Future plans for the network include more original, reality-based shows and four original movies. Expected for broadcast in 1995 is the original "The Twilight Zone."

NETWORK PROFILE: N/A

COMMERCIAL FORMAT: 9 national, 1 promotional, 2 local minutes/hour; :10-:120.

COST/EFFICIENCY: Guaranteed, well below network CPMs.

RESEARCH: Reported monthly on households and quarterly on age-sex demographic breaks.

S&SA OPINION: Sci-Fi consistently ranks near the top of "most-wanted" cable subscriber surveys. With programming that fans want to watch, its success, particularly with young men, seems assured.

**TURNER BROADCASTING
SYSTEM (TBS)**

DESCRIPTION: Broad-based family entertainment, children's programming, and sports.
LAUNCH DATE: December 1976 as "WTBS Superstation."

OWNERSHIP: Ted Turner/cable operators consortium/others.

DISTRIBUTION: Galaxy 5; 60.0MM subscribers, or 64% of U.S. TV households; 5% growth vs. '91/'92.

PROGRAMMING: In September, two new ani-

mated series from Hanna Barbera, "Swat Kids: The Radical Squadrum" and "Stupid Dog," premiered on Sunday mornings, joining the network's regularly scheduled block of successful kids shows. On Thanksgiving Friday, TBS will co-program and co-promote a cartoon marathon with Cartoon Channel and TNT.

New, special-event programming is a primary focus through the end of 1994,

TURNER BROADCASTING
SYSTEM (TBS)

beginning with "Heart of Healing," a six-hour, three-part special on the mind's healing powers; "The Untold West," a three-hour, three-part special on the truth behind the myths of the American West; and "The Family of Women," a six-hour, three-part special tracing the history of women in the 20th century. In all, TBS intends to air more than 30 hours of documentaries this year.

Coming in 1996 will be an ambitious, 10-part documentary series, entitled "Century," that will profile the work of such well-known filmmakers as David Puttnam and Paul Verhoeven.

Sports continue to be a mainstay on TBS, including a new four-year contract extension with the NBA. The deal, which includes regular-season and playoff games on TBS and TNT both, stipulates that TBS drop the local Atlanta Hawks this season, moving the league closer to its controversial stand on total elimination of local basketball on superstations.

TBS was the primetime ratings winner in

third quarter 1993, with an average 2.5 household rating, partly the result of another very strong season for the Atlanta Braves, "America's Team."

NETWORK PROFILE: Men 25+, women 35+, residing primarily in C & D counties of the Southeastern region, in households with children.

COMMERCIAL FORMAT: 12 national, no local minutes/hour; :15-:120.

COST/EFFICIENCY: Guaranteed, well below network CPMs.

RESEARCH: Reported monthly on household and quarterly on age-sex and NAD demographic groups.

S&SA OPINION: TBS is still consistently one of the highest-rated networks in cable television and an important consideration for most cable buys. The network's new emphasis on primetime programming for women should be an interesting replacement for the sports that have migrated to TNT and may make it a real contender for budgets targeted to this demographic.

TV FOOD NETWORK
(TVFN)

DESCRIPTION: Food and food-related programming

LAUNCH DATE: November 23, 1993

OWNERSHIP: Colony Communications/Tribune/other MSOs

DISTRIBUTION: Galaxy I; 6.0MM subscribers.

PROGRAMMING: TV Food Network features cooking, nutrition, fitness, and other food-related features and news. An eight-hour programming "Wheel," consisting of six original and two acquired hours, repeats three times a day.

Regular series will include "Robin Leach: Talking Food," a celebrity interview featuring food; "Cooking Classics," classic TV cooking shows with James Beard, Jacques

Pepin, and others, hosted by former "SNL" star Jane Curtin; and "Food and Fitness," hosted by Olympic track star Florence Griffith Joyner and husband Al Joyner.

NETWORK PROFILE: N/A

COMMERCIAL FORMAT: 9 national, 3 local minutes/hour; :15-:120.

COST/EFFICIENCY: Very low out-of-pocket cost.

RESEARCH: Expects to qualify for Nielsen ratings in 1995.

S&SA OPINION: TVFN is taking a proven winner with viewers and advertisers, adding star quality and running it 24 hours a day: the classic way to grow a cable niche. We predict a strong showing.

THE TRAVEL CHANNEL (TTC)

DESCRIPTION: Travel programming and information.

LAUNCH DATE: February, 1987.

OWNERSHIP: Landmark Communications Corp.

DISTRIBUTION: Satcom C4; 17.5MM subscribers, or 19% of U.S. TV households; no growth vs. '91/'92.

PROGRAMMING: Having been purchased by Landmark Communications, Inc. Networks, owners of The Weather Channel, TTC is putting on a new face, and has plans to broadcast new, entertaining, and informative programming 24 hours a day, both to active travelers and those who prefer to journey from the comfort of their own homes.

TTC has begun to revitalize its programming line-up, dubbed a "Travelution" (revolution in travel), and unveils twenty new shows this fall. These world-premiered programs may include celebrity hosts and will replace most of the shows currently

on air.

Not only is TTC on the verge of a dramatic change in its show roster but it is also planning to change the look and feel of the network by creating new wrap-arounds, graphics, and state-of-the-art animation.

NETWORK PROFILE: College-educated adults 18+ with household incomes of \$40,000+ (SMRB 1992).

COMMERCIAL FORMAT: 8 national, 3 local minutes/hour.

COST/EFFICIENCY: With new ownership and new Nielsen measurement, TTC is likely to graduate beyond direct response advertising. For the time being, however, out-of-pocket cost is anticipated to remain low.

RESEARCH: Currently in talks with Nielsen regarding measurement.

S&SA OPINION: With new programming and a new look, The Travel Channel should be much better positioned to compete for budgets from travel advertisers.

TURNER NETWORK TELEVISION (TNT)

DESCRIPTION: Broad-based entertainment, with primetime emphasis on sports and original and classic movies.

LAUNCH DATE: October 1988.

OWNERSHIP: Ted Turner/cable operators consortium/others.

DISTRIBUTION: Galaxy 5; 58.9MM subscribers, or 63% of U.S. TV households; 6% growth vs. '91/'92.

PROGRAMMING: TNT celebrated its fifth birthday in October, with a month of premieres, specials, sporting events and movie festivals. These included the world premiere of David Mamet's "A Life in the Theatre," starring Jack Lemmon and Matthew Broderick, Lassie's 50th Anniversary tribute, and the first-ever, national "Saturday Night Singalong," in which lyrics to Hollywood musicals are provided on the screen.

In August, TNT relaunched "The Pink Panther," "Bugs Bunny," and "Johnny

Quest," airing every night as a primetime lead-in.

Known for its extensive motion picture library, TNT doubled its movie holdings from four thousand to eight thousand titles, while expanding its own original production efforts. Notable originals include "Gettysburg," budgeted at \$15 million and utilizing five thousand extras. Released theatrically in October, it will air exclusively on TNT in March, 1994.

Other original movies include "Zelda," starring Natasha Richardson and Timothy Hutton; "Killing Mister Watson," by John Sayles; "Lakota Woman," part of the Native American project; "Cisco Kid," starring Jimmy Smits and Cheech Marin; and "The American Clock," by Arthur Miller.

TNT continues its creative packaging strategies with monthly programming events like "Bad Movies We Love" and "Operation TNT" (military movies).

TURNER NETWORK TELEVISION (TNT)

Sporting events on TNT hit a ratings high last season with a post-season NBA Chicago Bulls/New York Knicks game, delivering an unprecedented 7.4 household rating. This year, TNT carries Winter Olympics events in February, NFL play, NASCAR racing, PGA Golf (including the PGA Senior Slam), and the Goodwill Games from St. Petersburg, Russia. NFL rights will be renegotiated this year, with the outcome closely watched.

NETWORK PROFILE: Adults 25+, residing primarily in suburban and rural areas of the South, in households with children, and a flat income profile.

COMMERCIAL FORMAT: 9 national, 3 local minutes/hour; :15-:120.

COST/EFFICIENCY: Guaranteed, below network CPMs.

RESEARCH: Measured monthly on households, and quarterly on age-sex and NAD demographics.

S&SA OPINION: TNT has turned up the programming heat this year, in originals, acquisitions, sports, and movies, and has become an essential consideration for reaching adults in a top-quality environment.

USA NETWORK

DESCRIPTION: Family entertainment.

LAUNCH DATE: September 1977 (as Madison Square Garden Network).

OWNERSHIP: MCA/Paramount.

DISTRIBUTION: Galaxy 5 (East Coast); Galaxy 1 (West Coast); 60.1MM subscribers, or 65% of U.S. TV households; 4% growth vs. '91/'92.

PROGRAMMING: For the third consecutive year, USA remains the #1-rated cable network in primetime, continuing its broad base of programming to the entire family.

To better compete with Nick, SNICK and the Cartoon Network's newly re-acquired Hanna Barbera library, USA is developing original animation including "Itsy-Bitsy Spider" and "Problem Child," produced by USA parent company MCA/Universal. Other kids animation programming includes two hundred hours of cartoons from Vidcom such as "Heckle & Jeckle" and "Mighty Mouse."

For the first time since "Check It Out" and "Dog House," USA is producing original sitcoms targeted for broadcast in January, 1994 in the 8:00-9:00 p.m. or 10:00 p.m. slots on Friday evenings. "Duckman," based on the underground comic book character with music by Frank Zappa, has begun production for 13 origi-

nal, adult animation episodes. Live-action series by the producers of "Rugrats" and the producers who did the first three seasons of "The Simpsons" have entered into production agreements with USA.

New off-network series beginning in fall, 1993, include "Major Dad" and "Wings," the lead-in at 7:00 p.m. weeknights, to the very successful "Murder, She Wrote" at 8:00 p.m., followed by "Quantum Leap" and "My Two Dads."

"Silk Stockings," formerly co-produced by CBS and USA, is now solely produced by USA and the network will air the 22 new episodes exclusively. Other original series include "Case Closed," a one-hour reality show hosted by Stacy Keach, "Eden," co-produced with Playboy, and "Talkabout," a half-hour game show.

Movies continue to be a USA staple, with 36 original films scheduled for production.

Sports include the U.S. Open tennis, the prestigious Ryder Cup, PGA golf (including the opening rounds of the Masters), boxing, the off-network broadcast of WWF wrestling, and the Westminster Kennel Club Dog Show.

NETWORK PROFILE: Adults 25+ concentrated in the Southeastern region, in households

USA NETWORK

with children.

COMMERCIAL FORMAT: 9 national, 1 promotional, 2 local minutes/hour; :10-:120.

COST/EFFICIENCY: Guaranteed, well below network CPMs. Original movies command premiums.

RESEARCH: Reported monthly on households, quarterly on age-sex, and NAD demographics.

S&SA OPINION: USA has defended its #1 position by aggressively programming broad-based ratings winners.

VIDEO HITS 1 (VH-1)

DESCRIPTION: Soft-rock videos, concerts, and comedy for adults.

LAUNCH DATE: January 1985.

OWNERSHIP: Viacom.

DISTRIBUTION: Satcom III-R; 47.0MM subscribers, or 50% of U.S. TV households; 9% growth vs. '91/'92.

PROGRAMMING: VH-1, the network for music lovers, has a new programming look for the fall season as the network splits its programming equally between short- and long-form music and non-musical programming.

Most notably, Francis Ford Coppola will put his directorial mark on the network this fall with "Francis Ford Coppola Presents VH-1 Music Films," a series of six, 23-minute musical features. Other long-form programs include live concerts, music-driven documentaries, interviews, syndicated comedies and talk shows.

"The New WKRP In Cincinnati" comes to VH-1 in the fall, along with "The Dennis Miller Show," last seen in late-night syndication. Rounding out the radio station, there will be "FM," a situation comedy featuring a quirky group of characters at a non-commercial radio show.

"Rumor Has It" is a VH-1 original and the only game show where contestants win prizes based on their knowledge of celebrity trash. Tom Jones returns to television as the host of "Tom Jones: The Right

Time." And "Fools for Love," a half-hour weekly stand-up comedy show focusing on love, relationships, dating, marriage, romance and...sex, comes to VH-1 this season.

Other new shows include Tony Curtis hosting "Hollywood Babylon," a reality-based series; "VH-1 Country Countdown," a weekly show chronicling the top hits in the genre; and "Jonathan Ross Presents...", a British interview show.

Specials include the "VH-1 Awards," a two-hour, one-time-only special featuring one night of live performances collaborating for the benefit of Planet Earth.

NETWORK PROFILE: Viewers 12-49 in suburban homes where the head of house is a college-educated professional or manager, with \$40,000+ household income.

COMMERCIAL FORMAT: 7 national, 2 local minutes/hour; :10-:120.

COST/EFFICIENCY: Guaranteed, well below network CPMs.

RESEARCH: Reported quarterly on household, age-sex, and NAD demographic breaks.

S&SA OPINION: VH-1 is crafting original programming for its strong franchise with women 25-49, recognizing (like MTV) that music videos alone do not long-term audiences build.

WGN

DESCRIPTION: Chicago independent broadcast station (Channel 9).

LAUNCH DATE: November 1978 as a passive superstation; January 1990 as an active superstation.

OWNERSHIP: Tribune Broadcasting.

DISTRIBUTION: Galaxy 1; 38.1MM subscribers, or 41% of U.S. TV households; 21% growth vs. '91/'92.

PROGRAMMING: Having only been an active superstation since January, 1990, WGN is currently seen in 40% of all U.S. TV households and, as of April, 1992, is measured by Nielsen's NTL.

WGN's solid sports line-up includes 30 Chicago Bulls basketball games; 190 American and National League baseball games featuring the Chicago Cubs and White Sox; and 30 NCAA basketball games with the De Paul Blue Demons.

Teens are watching "Saved by the Bell" on WGN, which has been delivering a solid 4.3 teen rating. Added to the schedule as a companion piece to "Saved by the Bell" is "Wavelength," a young, daily talk/magazine show produced on location around

the country.

Children are another demographic targeted by WGN this fall as "Garfield" comes aboard. In addition, WGN has developed "Energy Express," an original half-hour hosted by David Waite, who teaches kids about the importance of a healthy mind and body.

WGN's primetime movies continue to deliver a solid adult audience, while "Designing Women" delivers the women.

NETWORK PROFILE: Adults 25+ in suburban/rural areas primarily in the Central and Southern regions, in homes with children.

COMMERCIAL FORMAT: 8-11 minutes/hour; traditional format.

COST/EFFICIENCY: Guaranteed, well below network CPMs.

RESEARCH: The cable portion of WGN's coverage is reported monthly on households and quarterly on age-sex and NAD demographic breaks.

S&SA OPINION: WGN sports, the segment with perhaps the most appeal for superstation advertisers, can be considered as part of any cable sports buy.

THE WEATHER CHANNEL (TWC)

DESCRIPTION: Twenty-four hour national, regional, and local weather reports.

LAUNCH DATE: May 1982.

OWNERSHIP: Landmark Communication Corp.

DISTRIBUTION: Satcom C3; 53.5MM subscribers, or 57% of U.S. TV households; 7% growth vs. '91/'92.

PROGRAMMING: The Weather Channel has grown to become the nation's 24-hour source for local and worldwide weather information, reporting on severe or changing weather conditions and their effects on communities locally.

TWC's core programming includes the local forecast every five minutes; local weather updates in more than one thousand weather zones; and daypart forecasts highlighting upcoming weather events for

the next 24 hours. "Weekend Outlook/A Look Ahead" forecasts upcoming conditions several times each hour.

Targeted programs include "Boat and Beach Report"; "The Business Travel Block"; "Garden Weather"; "Skier's Forecast"; "Vacationer's Atlas"; and custom vignettes geared to weather-related subjects.

NETWORK PROFILE: Adults 35+ in C and D counties with household incomes of \$30,000+.

COMMERCIAL FORMAT: 9 national, 2 local minutes/hour.

COST/EFFICIENCY: Guaranteed, well below network CPMs.

RESEARCH: Reported quarterly on household, age-sex, and NAD demographic breaks.

THE WEATHER CHANNEL
(TWC)

S&SA OPINION: The Weather Channel offers innovative sponsorship opportunities to advertisers by offering tie-ins with local

retailers and dealers within each cable system area.

EIGHT

NEW NETWORK LAUNCHES,
1993-94

At press time, over 50 new channels have announced plans to launch by the middle of 1995.

Of these, FX, ESPN 2, America's Talking, TV Food Network, and The Home & Garden TV Network have the best chances, since cable operators have agreed to carry them as part of retransmission-consent deals with the network's owners (Fox, Hearst/ABC, NBC, Tribune, and Scripps, respectively). In fact, FX has announced that it has deals with MSOs servicing over 60% of cable homes.

Multiplexed spinoffs of well-established program blocks would also seem to be able to fare well: The Cable Health Club (The Family Channel), The History Channel (A&E), Americana Television Network (The Nostalgia Channel), Jones Computer Network (Mind Extension University) and BET on Jazz (BET) are a few examples.

Making no attempt at handicapping, we highlight these as a few to watch

America's Talking

DESCRIPTION: All talk

LAUNCHING: First quarter, 1994

OWNERSHIP: NBC

BET on Jazz: The Cable Jazz Channel

DESCRIPTION: Jazz and blues music videos and related programming

LAUNCHING: Fall 1994

OWNERSHIP: Black Entertainment Television

CNN International

DESCRIPTION: Domestic feed of CNN International service

LAUNCHING: Third quarter, 1994

OWNERSHIP: Turner Broadcasting System

Catalog 1

DESCRIPTION: Home shopping

LAUNCHING: March, 1994

OWNERSHIP: TimeWarner/Spiegel

FX

DESCRIPTION: Live, original programming plus Twentieth Century Fox films and TV product, targeted to adults 25-49

LAUNCHING: June 1, 1994

OWNERSHIP: Fox, Inc.

FXTV: Fitness and Exercise Television

DESCRIPTION: Celebrity-based exercise and health

LAUNCHING: July 31, 1994

OWNERSHIP: Larry Namer/Comspan/Alan Mrukva

The Game Channel

DESCRIPTION: Interactive game shows

LAUNCHING: 1994

OWNERSHIP: Sony/United Video/Mark Goodson Productions

The Golf Channel

DESCRIPTION: Golf events and instruction

LAUNCHING: Mid-1994

OWNERSHIP: TGC

Health and Fitness Network

DESCRIPTION: Health and fitness

LAUNCHING: Mid-1994

OWNERSHIP: Philip DeSano

The Health Channel

DESCRIPTION: Wellness

LAUNCHING: Mid-1994

OWNERSHIP: The Novus Group/Health Channel Partners

NEW NETWORK LAUNCHES,
1993-94

The History Channel

DESCRIPTION: Historical documentaries and programming

LAUNCHING: Late 1994

OWNERSHIP: Arts & Entertainment

The Home & Garden TV Network

DESCRIPTION: Home improvement and repair

LAUNCHING: Fall 1994

OWNERSHIP: E.W. Scripps Co.

Music Video Channel (unnamed)

DESCRIPTION: 24-hour rock videos

LAUNCHING: Fourth quarter, 1994

OWNERSHIP: Warner/Sony/EMI/Polygram/
Ticketmaster

Ovation

DESCRIPTION: Cultural programming

LAUNCHING: Late 1994

The Talk Channel

DESCRIPTION: All talk

LAUNCHING: Summer/fall 1994

OWNERSHIP: Multimedia Entertainment

Talk TV Network

DESCRIPTION: All talk

LAUNCHING: Early 1994

OWNERSHIP: Ed Cooperstein

Turner Classic Movies

DESCRIPTION: All movies

LAUNCHING: April, 1994

OWNERSHIP: Turner Broadcasting System

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EXHIBIT 2

DECLARATION OF EDWARD J. BURAKOWSKI

I, Edward J. Burakowski, declare under penalty of perjury that the following is true and correct to the best of my knowledge, information and belief:

I am primarily responsible for media sales and affiliate relations for Ovation, Inc. My duties include securing carriage and distribution agreements with cable television systems, direct broadcast satellite firms, MDS, MMDS, telephone companies and other distributors of network programming in the United States.

We have been meeting with cable operators for approximately six months to discuss the launch of Ovation on their systems. Prior to the issuance of the FCC's new rate regulations, operators were enthusiastic about entering affiliation agreements with Ovation, subject to channel availability, the impact of the FCC's new rules and subscriber demand. After these initial meetings, we prepared a draft affiliation agreement, which many operators indicated they were prepared to negotiate and sign before the NCTA Convention in New Orleans, May 22-25.


Since the release of the FCC's new rate regulations on March 30, 1994, most affiliation agreement discussions have been put on hold by cable operators, pending clarification of the rules and the addition of some "real incentives" for upgrading channel capacity and adding new networks. The status of our discussions with specific operators falls into several categories: (1) operators with whom Ovation expected to have signed affiliation agreements by May prior to release of the new rules, who have now put the agreement on hold; (2) operators who were favorably inclined toward Ovation's proposal, but who put affiliation negotiations on hold after release of the new regulations; and (3) operators who lack channel capacity to add Ovation, and who are waiting for the FCC to clarify upgrade issues before they commit to adding any new channels.

Prior to the release of the new regulations, Ovation expected to have affiliation agreements with the following cable operators by May, 1994: Time Warner, Continental, Comcast, Cablevision Industries, Times Mirror, Intermedia Partners, Falcon, Media General, American Cable Entertainment. These operators have put Ovation's affiliation agreement on hold until the FCC clarifies its rules and provides adequate incentives for the launch of new networks. The existing 7.5 percent markup does not provide any incentive for operators to add Ovation to a regulated tier of service, as Ovation plans to offer its programming for free. Even if Ovation charged a fee of \$.07 per subscriber per month, at 70 to 80 percent system subscriber penetration, the system would only be able to mark up the programming fee by \$.00525 per subscriber per month. This does not even recover the cost of launching and marketing a new service like Ovation. Further, based on the lack of adequate incentives and the uncertainties associated with the regulations, many operators have indicated that, at this time, they would only consider adding Ovation as an unregulated a la carte service.

The following operators responded very favorably to Ovation's initial presentations, but have suspended discussions pending clarification of the FCC's rules and improvement of launch incentives: TCI, Cox, Viacom, Colony, TeleCable, Scripps-Howard, Columbia International, Southwestern Bell/Arlington Cable Partners/Montgomery Cable TV, Multivision, Bresnan, Northland and Summit Communications.

Other operators lack adequate channel capacity to add Ovation. They have indicated that further discussions with Ovation would not be fruitful until the FCC clarifies its rules regarding operators' ability to recover costs -- and make a reasonable rate of return -- on upgrades before they will continue discussions with Ovation. These operators include: Prime Cable, Post-Newsweek and Triax.

The FCC must provide incentives for the launch of new programming services. The 7.5 percent mark-up is wholly inadequate, especially for services, like Ovation, that plan to offer their programming free to cable operators. If free advertiser supported and low-cost networks are to survive, the FCC must change its mark-up incentive to give operators a choice of a percentage mark-up on the cost of the programming or a flat, 25-cent mark-up. In addition, without immediate clarification from with FCC regarding precisely what costs may be recovered -- and what rate of return will be permitted -- when new networks are added to a system, most new networks will not survive. The start-up capital secured by new programming services will dwindle and new programmers will not be able to raise additional capital unless launch commitments can be obtained from cable operators. Launch commitments will not be forthcoming until the FCC's rules are revised to provide adequate incentives and clear guidelines on the recovery of upgrade costs.



Edward J. Burakowski
Director of Media Sales
Ovation, Inc.

Dated: May 16, 1994

EXHIBIT 3

DECLARATION OF DIANE ASADORIAN

I, Diane Asadorian, hereby declare under penalty of perjury, that the following is true and correct to the best of my knowledge, information and belief:

I am General Manager of PBS Horizons Cable Network. I am one of the individuals responsible for contacting cable operators on behalf of PBS Horizons Cable Network to evaluate interest in and potential distribution for the new network.

PBS Horizons Cable Network is a new cable television network that is being developed and initially financed by the Public Broadcasting Service, WGBH and WNET. The network will feature educational and informational programming, covering events at universities, museums, libraries and arts centers. The developers of PBS Horizons Cable Network have always planned that, after a certain start-up period, the network will be self-sustaining through the sale of advertising and subscriber fees.

We began approaching cable operators with the concept of PBS Horizons Cable Network more than a year ago. Although the network was still in early stages of development, and still evolving, operators seemed enthusiastic about it and offered suggestions for programming and pricing. We discussed specific affiliation arrangements, and we have given a draft of our affiliation agreement to a number of operators. Prior to release of the new rate regulations, several major MSOs announced their intention to carry PBS Horizons Cable Network upon its launch.

Since the FCC released its new rate regulations, however, operators have indicated that they will not be in a position even to consider adding PBS Horizons Cable Network for a year or more. Based on cable operators' inability to commit to channel additions after release of the new regulations, PBS Horizons Cable Network has pushed back its target launch date from late 1994 to some time in 1995. Operators' unwillingness to consider adding PBS Horizons Cable Network at this time is based on: (1) lack of incentives to add low-priced, advertiser-supported channels (the 7.5 percent markup provides no incentive whatsoever for this type of channel); (2) concern that a rate increase based on a channel addition will open up entire rate structure to scrutiny if a complaint is filed; and (3) uncertainty about the entire rate regulation scheme -- many operators are not confident that their existing rate structures are consistent with the rules, and are reluctant to change anything until their current rates have been approved.

We are very concerned about continued financial support for PBS Horizons Cable Network. As the network's launch date is moved back in time, so is the potential for the network to become self-sustaining through affiliation fees and advertising. The entities providing start-up funds for PBS Horizons Cable Network